

May 7 1943

Mr F. W. Martin
569 Jackson Ave.
Jersey City N.J.

Dear Mr Martin:

I am sorry to bother you with the contents of this letter, but it is a matter I felt should be called to your attention. Please do not think I am writing for any personal consideration. It is a matter of business, but also of race interest.

I know you realize what a big business our baseball is, and therefore how many people must be interested in reading about it. Aside from this angle there is also the thought for all race conscience people, that a big Negro business is continuing to operate in the face of great obstacles. I feel it is not asking too much to expect cooperation from the entire race. Aside from this sentimental viewpoint, we have always advertised in The Herald every time The Eagles played in Newark. In spite of all these things, your paper came out this week (the week we play our first game of the year in Newark), with not one line about it. If it had not been for the add it would have been unannounced to the many fans, so far as The Herald is concerned. I know people like you and your brother are glad Negroes have the baseball to go to. It means they spend that much time in healthy outdoor environment, of which they have so few places to go.

I went to the expense this week of having mats made for The Herald. Although I sent some to the Record also, I did not expect that paper to use them, which they didn't. But I did expect a nice display from The Herald. I expected it for many reasons, one due to the fact Butts is handling the publicity, but mainly because I felt The Herald would feel the readers were interested, plus the fact there is a big race business involved, plus the fact I always advertise in the paper.

Mr F. W. Martin

I am writing you because I regard you and your brother very highly. If this same thing happened on some other papers I doubt that I would try to do any thing about it, although I really can't imagine it happening for no reason that I can think of.

I am enclosing you a copy of the sport sheet of The Afro this same week. Although it is a Baltimore paper, it gave so much space to the New Jersey baseball in the New Jersey edition. The team we are playing The Homestead Grays, have a new Manager this year, and The Afro carried his picture. The Eagles have a new manager this year and The Herald did not even mention the fact.

If in writing you and pleading my case in this way, I am asking too much, please do not hesitate to straighten me out. After all I am not in the newspaper business, and I of course do not know how your policies are set up, but I can't help feeling the papers should appreciate having the baseball to write about. I know our colored papers cannot give the time and money to the baseball the white papers give to their baseball, but in some cases they could do more than they do. I wish it was possible to talk to you some time, not only about the baseball but many things about our race problems.

Please pardon the length of this letter but I wanted to say all these things. I will send tickets for the opening game next week. We have arranged a lovely program. Stationed at Ft. Dix, are some of the African Corp of The Fighting French. Forty of them are coming up as our guest. I think The Fighting French are usually thought of as white, and it should make our Negroes feel good to see that some of them are colored. Beau Jack is going to throw out the ball to start the season.

Very Truly Yours